

### ABOUT STAYING HEALTHY

Staying Healthy households are ethnically diverse, single members of their communities. Despite very modest incomes and educational attainment, they are all homeowners and most have long tenures (35% having lived at their residence for 15 years or longer). Many are considering selling their homes. Although cluster members were originally nervous about using computers and the Internet, they overcame those hesitations and now enjoy getting online to share photos and connect with others on social networking. They are likely to enjoy designer brands and electronics.



HOUSEHOLDS: 718,500 (0.51% OF U.S.)



#### Cluster Info

Age	46-65
Marital Status	Single
Home Ownership	Owner
Kids	No Kids
Income	< \$15,000
Income Rank	68
Urbanicity	City & Surrounds
Urbanicity Rank	7
Net Worth	<\$50K
Net Worth Rank	55

### WHEN THEY GREW UP...

- First woman formally ordained as Episcopal priest
- Coneheads debut on "Saturday Night Live"
- Six killed in Lynyrd Skynyrd plane crash
- Dr. James Dobson founds Focus on the Family ministry

### SHOPPING...

- Designer Brands to Impress Others
- AutoZone
- Meijer Grocery Store
- Purchased Groceries Online
- Walmart

### DIGITAL/ONLINE...

- Social Networking for Shared Interests
- Photobucket.com
- Electronics to Impress Others
- Overcame Computer Nervousness
- Learn About Technology or Electronics From Others

### FINANCIAL...

- U.S. Bank
- Walmart Card
- Farm Bureau Auto Insurance
- Very Likely to Purchase Life Insurance Soon
- Very Likely to Sell House/Residence Soon

### TV/RADIO...

- Oldies Radio Format
- WGN America
- "Ax Men"
- "Big Brother"
- "Body of Proof"

### MAGAZINES/NEWSPAPERS...

- Cover-to-Cover Newspaper Readers
- Garden Design
- AARP The Magazine
- Parents
- Woman's Day

### ACTIVITIES...

- Camp at National Parks/Forests
- Collect Antiques
- Purchase Classic Movies
- Own Power Boat
- Bow Hunting

### TRAVEL/AUTO...

- Vehicle 5+ Years Old
- Very Likely to Lease Vehicle Soon
- Current Vehicle, Toyota Corolla
- Not Willing to Pay More for High-End Hotel
- Enjoy Sightseeing on Vacation



	Cluster %	National %	Index
<b>Age - Head of Household</b>			
18-23 Years	0.0%	3.7%	0
24-29 Years	0.0%	7.9%	0
30-35 Years	0.0%	9.9%	0
36-45 Years	0.0%	18.5%	0
46-55 Years	48.6%	21.1%	230
56-65 Years	51.4%	17.8%	289
66-75 Years	0.0%	11.2%	0
76+ Years	0.0%	10.0%	0
MEAN AGE	55.20	5070.0%	

	Cluster %	National %	Index
<b>Estimated Income</b>			
<\$15,000	94.5%	12.5%	758
\$15,000-\$19,999	5.5%	5.7%	97
\$20,000-\$29,999	0.0%	10.6%	0
\$30,000-\$39,999	0.0%	10.0%	0
\$40,000-\$49,999	0.0%	9.7%	0
\$50,000-\$74,999	0.0%	21.6%	0
\$75,000-\$99,999	0.0%	11.4%	0
\$100,000-\$124,999	0.0%	6.4%	0
\$125,000-\$149,999	0.0%	1.7%	0
\$150,000+	0.0%	10.5%	0

	Cluster %	National %	Index
<b>Presence and Age of Children</b>			
No Children Present	100.0%	63.3%	158
Ages 0-2	100.0%	4.9%	2052
Ages 3-5	0.0%	8.7%	0
Ages 6-10	0.0%	13.5%	0
Ages 11-15	0.0%	14.7%	0
Ages 16-17	0.0%	6.1%	0

	Cluster %	National %	Index
<b>Marital Status</b>			
Single	100.0%	51.3%	195
Married	0.0%	48.7%	0



	Cluster %	National %	Index
<b>Estimated Net Worth</b>			
< \$1	16.5%	13.6%	121
\$1 - \$4,999	24.8%	7.5%	330
\$5,000 - \$9,999	15.6%	5.4%	289
\$10,000 - \$24,999	15.3%	7.7%	198
\$25,000 - \$49,999	9.6%	7.9%	121
\$50,000 - \$99,999	7.4%	10.8%	69
\$100,000 - \$249,999	6.0%	16.4%	36
\$250,000 - \$499,999	3.5%	12.0%	29
\$500,000 - \$999,999	1.4%	8.1%	17
\$1,000,000 - \$1,999,999	0.0%	5.6%	0
\$2,000,000+	0.0%	5.0%	0

	Cluster %	National %	Index
<b>Home Ownership Status</b>			
Renter	0.0%	27.6%	0
Home Owner	100.0%	72.4%	138

	Cluster %	National %	Index
<b>Population Density - HH per Sq. Mile</b>			
0-28	0.0%	9.7%	0
29-103	0.0%	10.2%	0
104-925	31.3%	31.1%	101
926-2508	35.5%	30.4%	117
2509-4371	13.9%	9.5%	146
4372-8167	12.1%	4.5%	268
8168+	7.1%	4.6%	153

	Cluster %	National %	Index
<b>Length of Residence</b>			
<2 Years	6.8%	15.3%	45
2-5 Years	18.3%	20.9%	87
6-14 Years	39.2%	35.1%	112
15+ Years	35.7%	28.7%	124



	Cluster %	National %	Index
<b>Market Value of Home</b>			
<\$50000	20.1%	7.6%	263
\$50000-\$99999	32.1%	19.2%	168
\$100000-\$124999	9.8%	9.9%	99
\$125000-\$149999	6.9%	9.2%	75
\$150000-\$199999	9.2%	14.5%	64
\$200000-\$299999	9.2%	16.4%	56
\$300000-\$499999	8.2%	13.8%	59
\$500000+	4.5%	9.4%	48

	Cluster %	National %	Index
<b>Dwelling Unit Size</b>			
Single Family Dwelling	81.6%	85.1%	96
Multiple Family Dwelling	18.4%	14.9%	123

	Cluster %	National %	Index
<b>Occupation</b>			
Professional/Technical	19.1%	27.9%	68
Administration/Management	6.0%	8.2%	74
Sales/Service	3.2%	2.7%	118
Clerical/White Collar	21.8%	16.8%	130
Craftsman/Blue Collar	22.4%	18.4%	122
Student	1.0%	0.7%	138
Housewife	8.0%	5.8%	137
Retired	10.1%	11.7%	86
Other	5.6%	4.7%	119
Self Employed	2.9%	3.1%	92

	Cluster %	National %	Index
<b>Education</b>			
Completed High School	59.1%	0.57	104
Completed College	32.2%	30.6%	105
Completed Graduate School	7.9%	12.2%	64
Attended Vocational/Technical	0.9%	0.4%	203



	Cluster %	National %	Index
<b>Ethnicity</b>			
Caucasian/Other	57.6%	73.9%	78
African American	21.2%	11.0%	192
Hispanic	18.3%	11.5%	160
Asian	2.8%	3.6%	78

	Cluster %	National %	Index
<b>Household Size</b>			
One Person Household	61.7%	29.3%	211
Two Person Household	22.0%	26.8%	82
Three Person Household	9.1%	19.8%	46
Four Person Household	4.0%	11.8%	34
Five+ Person Household	3.1%	12.3%	26

	Cluster %	National %	Index
<b>Mail Responsive</b>			
Mail Order Responsive	53.1%	68.4%	78
Mail Order Buyer	53.0%	68.4%	77
Mail Order Donor	1.4%	1.4%	97

	Cluster %	National %	Index
<b>Buying Channel Preference - Score = 01</b>			
Internet	2.3%	9.0%	26
Mail	1.5%	9.5%	16
Phone	0.3%	9.2%	3

